"RYVITA" CRISPBREAD.

THE WONDERFUL DAILY BREAD OF SWEDEN.

(Knäckebröd = Crispbread)

A VERITABLE BREAD OF LIFE AND HEALTH
WHICH CAN MAKE SUCH TROUBLES
AS INDIGESTION, CONSTIPATION,
MALNUTRITION, &c.,
UNKNOWN.

By
J. E. GARRATT.

THE RYVITA COMPANY,
96, SOUTHWARK STREET, LONDON S.E.1.
Bakeries in Sweden.

(London 'Phone—Hop 2017.)

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A BRITISH-OWNED BUSINESS

It is important to note that the business in "RYVITA" Crispbread is entirely British controlled and owned, and that any profits made by the Ryvita Company therefore remain entirely in this country. **This is not the case with any other make of "Swedish Hardbread" (Knäckebröd) offered here.** Therefore, people who desire the money they spend to remain in our country, should, when buying Swedish bread, insist on "Ryvita," especially as "Ryvita" is, of all makes, *the* one of unique and supreme quality.

"RYVITA" Crispbread is guaranteed to be not only genuine made-in-Sweden "Crispbread" but is the make selected after a comprehensive study of the subject (including personal inspection by a special Commissioner of most leading Swedish bakeries) as the highest quality Swedish "Crispbread" made. Though only now being generally offered here, it is identically the same make of bread as was for long, on the advice of his physicians, specially imported for,

EATEN BY

AND WHICH HELPED TO MAINTAIN THE HEALTH AND VIGOUR OF

HIS MAJESTY KING EDWARD VII.

"RYVITA" Crispbread is undoubtedly the World's Super Bread. Used constantly as regular "daily bread" it confers splendid health and vigour and can make such troubles as indigestion, constipation, malnutrition, obesity, &c., unknown.

"RYVITA" CRISPBREAD
MAKES YOU FIT AND

KEEPS YOU SLIM.

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"RYVITA" CRISPBREAD

THE TRUE MADE-IN-SWEDEN CRISP-BREAD.

(Knäckebröd = Crispbread).

THIS booklet contains a message of supreme interest and importance to all those intelligent people who know that the road to perfect health, vigour, and so joy in living, lies in the discovery and use of perfect forms of food. It tells of a form of bread which, though still practically unheard of and unknown in this country, has for centuries formed the most important item in the regular daily diet of one of the hardiest nations in Europe —the people of Sweden.

The Swedes are undoubtedly, both mentally and physically, one of the hardiest, healthiest races alive. Amongst them one finds at their very minimum such troubles as Indigestion, Constipation, Malnutrition, and all their resultant brood of ills. This is largely due to their food wisdom; most of all to the splendid form, quality, and high nutritive value of that regular "Staff of Life,"

The Hardy Healthy Swedes.

THEIR DAILY BREAD.

Amongst the strong and strenuous physical workers of Sweden, bread such as we know and eat—and above all, white bread—is practically unused and unknown. They know too much about true food value to waste their money in buying, and their stomachs in working on, such system-clogging, useless trash. Their Swedish "Crispbread" is a complete cereal food, not only because of its perfectly balanced food elements, but also because mechanically, its natural fibrous form is an actual aid to the operation of those functional processes by which all the food we eat must be digested and assimilated (and its waste evacuated) if we are to get any good from it in the form of life, energy, warmth and growth, *i.e.*, good health.

The only condition in which its use would perhaps be counter indicated, would be in the rare cases of gastric inflammation.

During the acute stages of such trouble, bread of any kind would perhaps best be left alone.

Old Time Swedish Bread.

In former times every housewife in Sweden made her own "Crispbread." She made it of rye dough rolled out to about the thickness of a dinner plate, and then cut out into large, round discs about a foot across and with a hole an inch across in the centre. After baking, these discs were strung through their centre holes along broom-handle-like sticks, which, to preserve the crispness of the bread till used, were then hung in string loops in the "chimney corner" or just under the ceiling of their rooms. In those olden days they baked a big batch, only three or four times a year, because Swedish Rye "Crispbread," both then and now, will keep good almost indefinitely—if kept quite dry, literally for years.

All that home-baking however is now over, and Sweden's "Crispbread" is made for the people much better, in large, properly equipped hygenic bakeries, under conditions of ideal cleanliness, and directly it is made it is wrapped and cartoned to keep it perfectly clean and crisp until it reaches the user.

The bakeries have, to a great extent, inherited, and still show, many of the picturesque domestic elements from which they grew. The bread in the bakeries is still made almost entirely by women. In the yard of one typical bakery the writer visited, he saw a high pile of birch-wood logs with the bark on, just as they came in from the forest. The various operations of mixing the pure, whole-grain rye flour, and cutting the dough into shape having been gone through, in due course it passed along an endless slide-band and into long, low ovens about 2 ft. high. The fires under the oven burnt nothing but the birch logs from the wood pile. The arrangement was such that the actual flame from the wood fire passed into and along the curved ceiling of the oven over the flat discs of the bread lying on the oven floor below. The bread was therefore baked all but in contact with the wood flames and certainly in the pure, sweet aromatic fumes of the burning birch wood.

It is doubtless due to the fact of being made, as it is, of natural, pure crushed rye grain, and baked under such conditions, that Swedish Rye Crispbread possesses that fine flavour and impression of perfect purity which anyone who has had the privilege of eating it is never likely to forget.

Swedish "Crispbread" (*i.e.*, "RYVITA") being made of crushed whole-grain rye, contains the proper natural proportion of bran, in fact, all the vital elements that nature herself so lavishly packs in grain, but which man so often wickedly spoils in the way he treats or "refines" it. "RYVITA" Crispbread is "dry" or "Crisp" bread, that is, instead of being cloggy and mushy like ordinary soft bread, it is crisp and friable to the bite of the teeth—a delightful "scrunchy" sensation in itself, right from the first bite, and of the true clean and delicate flavour of the natural rye grain. As to "RYVITA'S" flavour, the *longer* you chew it the better the flavour gets, so that in the last few extra bites it becomes quite delicious.

Flavour and Crispness of "RYVITA."

Keep dry—say put into tin directly you receive it—"RYVITA" will keep quite good indefinitely, literally for years. If it loses its crispness, put for a few minutes into a hot oven with door ajar. To keep it crisp, however, store it in a tin.

How "Ryvita" Keeps.

Ordinary soft bread (even the much-vaunted wholemeal bread) contains on an average 40% to 60% or more of mere water, whereas "RYVITA" Swedish Crispbread contains less than 10% of water. Why buy water? Look then at the advantage of "RYVITA" "Crispbread" on the mere score of value for cost—we have something more serious to say, though, on the *wetness* of soft bread later on.

Economy of "Ryvita" Bread.

Ordinary white bread is in fact a species of pastry consisting almost exclusively of half-raw starch, only the least valuable part or core of the grain being used in its making. A complete natural grain to be able itself to sprout and grow, requires and contains many other constituents of the highest food value besides its starch. These valuable other constituents are, however, in the external parts, the germ, the bran, &c., of the grain, and it is just all these best parts that are "refined" away in making the wasteful flour from which our pernicious white bread of to-day is made. Good bread, therefore, can never be white.

Besides being a dry or crisp bread, "RYVITA" Swedish Crispbread is made from Rye. Bread made from crushed whole wheat and especially if one could get it made in the dry, crisp form of "RYVITA," is, of course, of very high food

value ; but crushed whole rye is held by some authorities to be of even higher value. Some of these hold that rye is richer than wheat in albumen and fats. In any case rye contains exactly the salts, especially of iron and lime, which are indispensable to human health.

Prof. R. H. A. Plimmer, D.Sc., in the Government Official publication "Analysis and Energy Values of Foods," shows that in "Energy Value" and other important points rye surpasses wheat.

Again in "*Vitamins—What we should eat and Why*"* this great authority has the following :—

> "The most serious loss of B vitamin from our foods is in the preparation of cereals in order to make them white, for most grains have an abundance of B vitamin which is removed in the milling . . . In some countries rye bread is largely used. Owing to a difference in the structure of rye grain the germ cannot be removed in the milling Consequently rye bread is balanced by its own B vitamin, and is much better than white wheaten bread. . . On comparing the three grains (wheat, oatmeal and rye) in respect to vitamin content, *rye comes first*, whole wheatmeal next, and then oatmeal." †

Sir William Arbuthnot Lane, in his Foreword to the above book says :—

> "Bread, which in its white state is wrongly regarded as the staff of life, and forms the great bulk of the food of the poorer members of the community, must be replaced by wholemeal bread, *or preferably by rye bread.*" †

Dr. Thos. J. Allen, author of "Scientific Food Preparation," says :—

> "Rye is the queen of cereals, a perfect food in itself, more easily digested than any other cereal except rice, to which it is superior in being a laxative, and an almost perfect balance—not a fat builder."

It is not for us to take up any dogmatic attitude in a controversy on the point of the relative food values of the wheat or rye grain. It is conceivable that for some people, *all other things being equal*, wheat might suit them even better than rye —and after all rye is probably only another form of wheat, modified by Nature herself to fit it to the special set of conditions—geographical, climate, soil, &c.—that constitute its environment in growth.

What we do say, however, is that, starting with what is practically a perfect food grain—rye—then "RYVITA" Crispbread owes its supreme excellence to the facts that it is—

(*a*) Made of the whole natural grain, merely crushed.

* *See page 16.* † *The italics are ours.*—J.E.G.

(*b*) It is made and baked in a way that gives, instead of the soggy mass of ordinary soft bread, a crisp, scrunchy bread, which, by compelling chewing, ensures complete digestion, and which by the natural "roughage" of its bran content helps the complete evacuation of the bowels and so elimination of the ash or waste.

(*c*) That into the material, the making, and the baking of "RYVITA" every good thing goes that is at present known, and suitable to that end.

We offer in "RYVITA" Rye Crispbread, what we sincerely believe to be the finest health-bread to be found in the world to-day.

By the by, it would appear that human physical virility, as well as the best food used for sustaining the same, is largely a matter of geography. Certainly the further south one goes (*i.e.*, from us towards the Equator) the more emotional and the softer and less physically virile become the people ; and the hardier and stronger, the further north. It is a curious comment on this that in the south their bread is soft, white and wheaten, and in the northern countries (as *e.g.*, in Sweden) the bread is "Crisp," dry and Rye. *Verb. sap.* Of course, after all, however, in the interests of exact truth, one has to remember that a keen climate in itself has something to do with the virility of the humans who live in it.

Wisdom has said, "The Whiter your bread the sooner you're dead." Perhaps it is only a little less true to say, "The *Wetter* your bread the sooner you're dead."

Bad Bread is Soft, White and Wet.

Our ordinary soft, white bread is made of wheaten flour, out of which nearly all the nutriment originally there (in the germ, bran, &c.) has been "refined" away. "RYVITA" Swedish Crispbread is made from whole crushed rye grain in its pure natural state. Next, it is DRY (*i.e.*, crisp), and thus *must* be thoroughly masticated, and so perfectly insalivated, before being passed on to the stomach.

It is not the food you eat that does you good, but what you digest and assimilate ; all the rest that you swallow may be merely organ-straining, system-clogging, and so disease-producing.

Bread, because of its starch content (and white bread is little else but starch and water), must, by thorough insalivation during mastication, have its digestion well-started *in the mouth*, if ever it is to be digested at all.

GENUINE "RYVITA" MAKES YOU FIT AND **KEEPS YOU SLIM**

Imagine the useless mess you give your poor stomach then, when you send down to it (generally entirely unchewed because *wet* and so swallowable without chewing) such stuff as ordinary white bread soaked in milk, or any other similar mush. These, being both "white and wet," generally arrive in the stomach without any mastication and no insalivation,—*i.e.*, mouth digestion—at all.

The "Bread and Milk" Mess.

Now "RYVITA" Swedish Crispbread is neither white nor wet. It contains all the bountiful nutriment of natural Rye Grain. Its dry, crisp "scrunchy" form *compels* thorough and complete mouthwork upon it before it can be swallowed.

That's why, when "RYVITA" Crispbread does reach the stomach and other assimilative organs, it is able to give up to the full its splendid store of energy, life and health. Moreover, the bran (natural "roughage") that is in it, so acts in the intestinal tract that constipation becomes a thing unknown to those that eat "RYVITA" as their **regular daily bread.** Do believe us that "that RYVITA feeling" is something far finer than anything that can ever be obtained by daily dosing the poor devoted body with medicinal salts, pills and potions. If you make "RYVITA" your "daily bread" you need very little, if any, other medicine.

That, then, is the open secret of the hardy, joyous health of the Swedes, and such health can also be yours if you from now on cut out what you have been eating as bread, and eat instead, **daily and regularly**, "RYVITA" Crispbread.

It is often claimed that the fine, clear complexions of the Swedish people are due to their regular use of Swedish "Crispbread." Clear complexions look nice, but much more important, they generally mean good health.

Complexion Clearing.

Not only does "RYVITA" Bread, because made of crushed natural whole rye grain, contain such bounteous supplies of life-giving energy and nourishment, but, because of its dry, crisp form, it contains it in such a way that it yields up its stores in the easiest, surest and quickest way in the body when eaten. This because it is so much more easily and quickly digested than ordinary soft bread.

Digestibility.

GENUINE "RYVITA" MAKES YOU FIT AND **KEEPS YOU SLIM**

The distinguished Dietist, Dr. J. E. Alen, Municipal Analyst of Gothenburg, says :—

> "The time required for digesting the same quantity of bread (*i.e.*, "RYVITA" Crispbread) and ordinary soft bread in a normal healthy stomach, is in the proportion of two hours as against 3½ hours,"

so that the digestive organs are put to a far more exerting process in consuming soft bread, an exertion that is at least 50% more than when "RYVITA" Crispbread is consumed. Prof. C. I. Morner, of the University of Upsala, Sweden, shows that Swedish Crispbread ("RYVITA") far transcends in nutritive value (per weight unit) any ordinary soft bread.

A Warning Word: Not a Miracle Worker.

Remember, it is only the "patent medicines" that work "miracles." Don't expect the first pound of "RYVITA" you eat will show any sensational results. It won't. It is its constant use as your regular daily bread that will give you the benefit. Most people enjoy "RYVITA" Crispbread from the first "scrunchy" mouthful. Some do not like it the first few meals, but even these after a week of use want no other, and after two or three weeks wonder how they ever got along without it. Regular users of "RYVITA" know that of all breads made, this is the one of which they "never tire." "Use is second nature." Choose that food which is best and habit will soon make it the most enjoyable.

How to Fully Enjoy "Ryvita."

The way to enjoy "RYVITA" is to *eat butter with it;* the way to enjoy it *more* is to eat *more* butter. The more butter you eat with it, the more you will enjoy it. Just try it with *plenty* of butter, and some good cheese. If to this you add some simple salad such as watercress, radishes, lettuce, cucumber (with their well-known vitamin contents) you have in fact a perfectly balanced meal. Connoisseurs consider that "RYVITA" Crispbread makes the world's best cheese biscuit. Hotels and restaurants over here will probably not be long in making that discovery. For full enjoyment of "RYVITA" here is another

VERY IMPORTANT HINT.

Try chewing "RYVITA" not only as long as you would ordinary bread, but AT LEAST TWICE AS LONG. If you do that, not only will it (during the second chewing)

taste twice as good, but it will *do you twice as much good*. Moreover, if you do that double chewing, you will only require to eat about half as much to satisfy your needs (and so give your stomach and other organs only half the work to do) because it is not the *quantity you eat* but what you perfectly *digest and assimilate* that counts. Remember, then, to *fully* enjoy "RYVITA" Crispbread :—Plenty of Butter and Double Chewing.

"RYVITA" MAKES SOUND TEETH.

"Ryvita" and Sound Teeth.

One of the most deplorable health conditions to-day is the prevalence in both children and adults of teeth troubles, caries or decayed teeth. Perhaps 95% of our population, both young and old, are lacking of a perfectly sound set of natural teeth. Tooth disease, in fact, is so prevalent in this country as to constitute a real national danger. This is probably due as much as anything to the common use of soft, white bread.

Important as is the regular morning and evening brushing of the teeth, even more important is it to see that the food eaten contains the necessary constituents for strengthening the tooth structure and enamel on the surface. Probably insufficient growth of dentine and weakness of the enamel and gums through the general vitamin-starvation due to wrong foods, are the principal causes of the decayed teeth of to-day.

If the system receives with its food the proper supply of vitamins, &c., *e.g.*, sufficient quantities of calcareous salts for the bone-building, then and only then, will we get back to complete sets of sound, natural teeth.

Now "RYVITA" Crispbread, whilst in no way a fat builder, is essentially (because of its richness in the natural organic salts of iron, phosphorus and lime) a bone builder and so a tooth builder. Moreover, and this is also one of "RYVITA'S" most valuable features as regards the teeth, its dry, crisp form means that its necessary mastication and its bran constituent, make every meal a better teeth cleaning than can ever be got from the less frequent use of a tooth-brush either with or without powder, paste or dentifrice. "RYVITA" Crispbread, then, helps to build sound, white teeth, and keeps them so by keeping them clean.

Another cause of tooth trouble (also the outcome of eating soft foods, especially soft bread) is the feeble, unnourished condition of the gums. The crisp, fibrous form of "RYVITA" Crispbread ensures, by just eating it, a regular massage of the gums; thus by constant stimulation of their circulation, making and keeping those gums strong, firm and healthy.

Sir Harry Baldwin, C.V.O., M.R.C.S., L.D.S., Surgeon Dentist to His Majesty the King, in a masterly article on "*Food in Relation to Dental and some other Defects*" in the *Practitioner*, January, 1925, says:—

> "The caries of the present time have been attributed to many fanciful causes . . . . but the known facts all lead to the conclusion that food is at the bottom of the matter, and that the worst offender in our modern civilised diet is white bread in its varied manifestations—bread, biscuits, scones, cakes, piecrusts, sauces, puddings, and confectionery."

Having decided to bring in Swedish "Crispbread" and put it before our people as a splendid possible addition to the regular daily diet of our country, our next step was to make a thorough investigation and search on the spot for

THE BEST "CRISPBREAD" THAT WAS BEING MADE IN SWEDEN.

In this search we were assisted by the Swedish Chamber of Commerce in London, who gave us the benefit of their knowledge, and introductions to all the principal producers in Sweden. This was supplemented by our own personal investigations on the spot, visiting the leading bakeries, largest users, &c.

What we found was that whilst almost *any* make of Swedish "Crispbread" is better in every way as a real food, than "bread" as we know and eat it here, still we quite naturally found that with this, as with all other manufactured things, there were all grades of quality—good, middling and indifferent.

Our investigation, therefore, was continued until we had found that for which we were looking, viz.,

THE VERY BEST OBTAINABLE.

We found it, and have now made arrangements with carefully selected makers of the highest repute, in conjunction with whom we now make and supply only

THE HIGHEST GRADE SWEDISH "CRISP-BREAD" MADE.

Why the Name "RYVITA."

Having thus secured the highest quality, it became necessary to devise some means of ensuring to people that we start using Swedish "Crispbread" here, that they were getting only and always that *highest quality* in the Swedish "Crispbread" they buy. This precaution is made necessary by the fact that there are Swedish makers of quite inferior qualities (sometimes even, for the sake of extra profit, with either inferior flour added or valuable parts of the rye extracted), who may come here, as soon as they find a market has been created, with qualities altogether inferior to the "RYVITA."

A common form of Swedish Bread, by the by, is the above-mentioned old-fashioned circular form with the "broom-handle" centre holes as mentioned above. Passably good bread is still sometime made up in that form for those who prefer the rough, old-fashioned style. A common trick, by the by, is to cut these circles into triangular shaped pieces to "make them look like 'Ryvita.'"

The guaranteed highest quality Swedish "Crispbread," however, *i.e.* "RYVITA," is not made in that rough, round disc form, but in the form of oblong separate pieces or slices of a convenient size and shape for refined table use.

As a complete protection, then, to users, that they are getting the highest quality of Swedish "Crispbread" made, we sell it only under the Trade Mark name

"RYVITA."

(Pronounced Ri-veeta).

For their own interests and protection, therefore, users should look for that Brand name ("RYVITA") on every packet of Swedish "Crispbread" offered to them in this country, as being their guarantee and assurance that under that name ("RYVITA") they get always and only

THE BEST SWEDISH "CRISPBREAD" MADE.

AN OPEN LETTER TO "RYVITA" USERS.

"RYVITA" CRISPBREAD AND ITS PRICE.

1/6 per 40-Slice Carton.

"RYVITA'S" success was immediate and immense. Our one difficulty has been to provide supplies to meet the ever-increasing demand. We have now so extended our supply facilities that from now on we trust to be able to execute all orders promptly.

Sincerest thanks for the way "RYVITA" users in all parts continue to help us in our work of getting "RYVITA" generally known, by writing for 6 or 12 or what not copies of this free "RYVITA" booklet for passing on to friends. "RYVITA'S" wonderfully successful introduction is due—next to its own supreme merit as a practically perfect cereal food—more to this help and recommendation of satisfied users than to any other single thing.

The excellence of "RYVITA" itself as a practically perfect form of natural whole grain cereal food, is giving everywhere the fullest satisfaction. Letters of commendation and endorsement of that quality come from all parts by every post from lay users; but also from the highest members of the Medical and Dental Professions, who inform us that they are regularly prescribing "RYVITA" as part of the daily diet of their patients, and in many cases are regularly using it in their own households. One typical letter, with cheque enclosed, from a world-famous Wimpole Street Physician and Dietist, says:—

"Please send me another 21lbs. of "RYVITA" as before. My people, especially visitors, seem to like it amazingly."

The only occasional dissentient note has been the remark that a buyer here and there found the price was "high." Well, heavy starting expenses compelled that former price (2/-).

"RYVITA'S" phenomenally quick success and the size of business already reached (added to the further extension certain to follow on a lower price) have so enabled us to cut production costs, that we now see our way (whilst actually improving the already excellent quality) to lower the price to 1/6 per 40-slice carton.

Again thanking the ever-growing number of "RYVITA" users who are helping us so much by their personal recommendations, and by getting from us and passing on the free "RYVITA" books,

We are,

Yours faithfully,

THE RYVITA COMPANY.

NOW A WORD OF SUMMARY.

VALUE FOR COST.

Why waste your money buying mere water? Ordinary soft bread contains over 50% of water whilst "RYVITA" Crispbread is dry, crisp and scrunchy, and as made and packed, contains practically no water at all, but only pure nutriment in its most digestible and assimilable form. Bulk is nothing in judging value. "RYVITA" is concentrated nutriment and worth many times its bulk in soft bread, just as a golden sovereign is worth *eight times* the bulkier silver half-crown.

FOR WEAK DIGESTION.

"RYVITA" Crispbread is a perfect bread, because being so easily and quickly digested, it so quickly gives up to you its full store of life and strength. Moreover, by its mechanical action in normal health its **regular use** wipes out constipation and ensures complete cleansing of the colon and other intestines in a *natural* way.

FOR ATHLETES AND THE HEALTHY.

"RYVITA" Crispbread, used regularly both in and out of training will make you and keep you fit and up to concert pitch all the time. **It keeps you slim.**

ALMOST PERFECT FOOD.

Because it contains every food element Nature has packed into Rye, in an easily digestible and quickly assimilable form.

MASTICATION.

Its crisp, dry form prevents bolting and compels thorough mastication and so complete insalivation and mouth-digestion.

GIVE IT A PROPER TRIAL

Make it your **regular "daily bread."** Never mind if you don't like it keenly at the first meal or not, after a week you will like it all right. Don't expect sensational health improvement after one carton or so. **Regular use is what gives the results**—then they are certain.

Now get some and start getting that sure benefit. The price of the 40-slice cartons is 1/6. Your local dealer may not yet stock it. We will all the time mail carriage free 7 cartons and up, to anywhere in the British Isles on receipt of order and price (10/6), but as a starting order, we will mail even 2 cartons (3/-) post free on receipt of price. Write your name and address very plainly when ordering by post.

NOTE.—If your Grocer or Food Stores have not yet got in their stock of "RYVITA" we will always mail you supplies direct. If you care to give us name and address of your local dealer we will get in touch with him.

Kindly write to address on front cover for further copies of this booklet for passing to your friends.

GENUINE "RYVITA"

A Word of Warning

One of the most distinguished Physicians and Surgeons alive, Sir————, in an interview at his house, said to Mr. J. E. Garratt (of the "Ryvita" Co.):—

"Can you explain why another make of 'Swedish Hardbread'—Knäckebröd—evidently made in Sweden, that is being sold at —— Stores" (mentioning the name of a famous West End of London Establishment) "is so inferior to 'Ryvita' Crispbread? Neither I nor my family could eat it, though we all like 'Ryvita.'"

Mr. Garratt's reply (which is the absolute truth) was :—

"Before we introduced 'Ryvita' we ransacked Sweden for the *best* make there. We interviewed and inspected most leading makes and makers. We had to disappoint many makers by turning down their products as being short of what we sought—**the best.** Some of these are now getting certain shops, and even some important general Stores, to push their clearly-inferior makes, on the score of lower price and larger profit, and so trying (till the British public finds out) to take a ride for a time to a little trade anyway, on the back of 'Ryvita's' cart. But just as butter is better and worth more than margarine so is 'Ryvita' better and worth more than those turned-down-because-inferior makes of Swedish Hardbread. **'Ryvita' users are quality choosers.** We put quality before mere price. 'Ryvita'—the best—is actually cheaper than any lower-priced make, *because it is better.*"

See very important note at foot of next page.

GENUINE "RYVITA" MAKES YOU FIT AND KEEPS YOU SLIM

Words of Wisdom.

PROF. R. H. A. and MRS. VIOLET G. PLIMMER*:—

"We are now learning that our best defence against invasion by disease germs is a healthy body kept healthy by eating the right kind of food. . . . Good health depends more largely upon the choice of the right kind of food than upon any other condition of life. Fresh air, exercise, sanitation, are other necessary conditions, but they are of no avail unless the food is of the right kind. A well-chosen diet is the chief aid to the complete emptying of the bowels, and does away with the need for the daily dose of salts so frequently taken before breakfast. . . . . It is unfortunately not always possible to procure simple natural food stuffs, *but demand will eventually increase the supply.*"

In bringing you "RYVITA" Crispbread, we have put one very important addition to the "simple natural foodstuffs" within your reach Now, therefore, for your own sake and that of others, politely but firmly demand it, eat it, and help us to every day increase its usefulness and service, by introducing it to your friends. Because we are getting so much of this co-operation "RYVITA" Crispbread is quickly taking its place as a valuable contribution to our national good health.

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*"*Vitamins — What we should Eat and Why.*" Published by The People's League of Health, 12, Stratford Place, W.1.

OBTAINABLE FROM—

THE FOLLOWING WEST-END STORES:—

Harrods, Selfridges, Whiteleys,
Army & Navy Co-op. Socy.,
Civil Service Supply Assn., Fortnum & Mason,
Morel Bros., Cobbett & Son, Ltd.,
John Barkers, Haymarket Stores.

AND ALL HIGH-CLASS GROCERS.

A BRITISH-OWNED BUSINESS

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